

Elevator Pitch

An Elevator Pitch is a brief, persuasive speech that you use to quickly explain to people what you do.

It should be used carefully and deliberately to highlight the most important and interesting parts of your idea (maybe even yourself!) and make people excited to learn more.

Your Elevator Pitch should be interesting, memorable, and succinct. It should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

Here are some tips for creating a strong Elevator Pitch:

- **Identify your goal** - What do you want to achieve with your pitch? Do you want someone to buy a product, look at your website, give you a donation or provide some support of another kind? You may want to share your big idea with people. Be clear on the purpose of your pitch before you do anything else.
- **Explain what you do** - Tell your audience exactly your plans, including the problem you're trying to solve and a brief run-down of your solution. Make sure the audience has enough information, but not too much so that they're left wanting to find out more.
- **Say what makes your idea unique** - Explain to your audience why you are unique, and why they need to pay particular attention to you, especially if you're moving into a crowded market.
- **Engage with a question** - At the end of your Elevator Pitch, you should include a question so that your audience can get involved in the conversation and pick up some feedback on how to improve your idea. Some good question starters include: "How would you...?" or "What have you noticed about...?", or "What do you think about...?"
- **Put it all together** - Now that you've completed all the separate parts of your pitch, it's time to put it together in a clear and brief way. You might start with a very long speech at the beginning of the process, but as you edit your ideas, you can whittle the content down to only the very best and most interesting. Don't forget to keep all the important parts in your Elevator Pitch - your goal, what you do, why you're unique and finish with a question.
- **Practice** - Because Elevator Pitches are so short but punchy, they require a bit of practice to get right. You'll want to work on your body language, facial expression and tone just as much as your words. You can practice in front of a mirror if you like and do it enough times to feel natural.

